



Data and Privacy File Guides

Apple Media Services: Redemption Click Activity

August 2025

File name Redemption Click Activity.csv

File description This file contains information about user click activity related to gift card redemptions.

Why Apple keeps this information Apple retains this information in order to facilitate gift card redemption, to improve its products and services, and to preserve the integrity of user transactions.

Field Name	Details
Action Context	The page from which the user action was taken
Action Details	Additional information about the user action, specifically as it pertains to the use of various buttons on pages
Action Details Auto Reload Status	An indication of the user's current auto reload status
Action Details Currency	The currency associated with the action
Action Details Min Balance	The minimum balance the user has predefined in user settings
Action Details Reload Amount	The amount selected as the reload amount by the user
Action Details Reloads	The frequency of the reload amount, based on either a pre-defined frequency or a minimum balance
Action Details Setup Method	Additional details about the reload settings, including the frequency, reload amount, currency, and minimum balance
Action Details Start	The date the reload started
Action Type	The type of user action taken
Add Funds Status	Whether the user has selected auto add funds
Add Funds Type	Whether funds were added to user account via manual addition or auto reload
Adjusted Event Time	A modified event time used to group events
Amount Paid	Total amount paid
Amount Selected	Additional information about the user action of amount selected, specifically as it pertains to the amount of money that a user has asked to redeem

Field Name	Details
App Version	The version of the App from which the user action was taken
Apple ID Number	Apple account identification number
Application Name	The App from which the user action was taken
Authorization Amount	The authorized price in the applicable currency, as a decimal number (e.g., 9.99)
Authorization Card Processor	The processor of the card authorization
Authorization Card Processor ID	The identifier for card processor of the store front and card type
Authorization Code	The code provided by the network for the authorization event
Authorization List	A list of authorization details for multiple subscription purchases (e.g., amount, authorization Id, authorization result, billing info Id, card processor, etc.)
Authorization Response Type	The response from payment provider
Authorization Result Type	The result of the authorization (e.g., successful, failure)
Authorization Time	The total time to finish the authorization in minutes
Authorization Type	Type of authorization (e.g., billing information open purchase, close purchase, etc.)
Auto Reload Amount	Indicates user's auto reload amount
Auto Reload Currency	The currency associated with auto reload action
Auto Reload Min Balance	Indicates user's auto reload minimum balance
Auto Reload Registration Status	Indicates user's auto reload registration type
Auto Reload Setting	Indicates user's auto reload schedule type
Auto Reload Start Date	Indicates the Auto Reload Start date
Auto Reload Status	Indicates current status of auto reload (e.g., 'lowBal', 'scheduled' or 'off')
Billing Country code	The billing country identifier associated with the user's account
Billing Information	Billing information of the user (e.g., billingInfo id, card type, storefront id, etc.)

Field Name	Details
Billing Information Created Date	Date on which the billing information record was created
Billing Information ID	The identifier for the user's billing information
Billing Payment Type	The billing record payment type
Billing Storefront Country	The billing storefront associated with the user's account
Click Target	Identifier for the target of the user's action (typically an Apple content identifier)
Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)
Client ID	Identifier for the device from which the user action was taken (this identifier rotates every 6 months)
Code Redemption Code	The offer code with redemption code details (e.g., Prefilled (code field is pre-filled with an offer code provided, but may be overridden), NoValue (no value is available on the landing page), Hidden (offer with no code field))
Code Redemption Current Subscription Level	The subscription level for applied redemption
Code Redemption Error Key	The error key during redemption process
Code Redemption Free Product Code ID	Identifier of the free product code
Code Redemption Promotion ID	The identifier of the promotional offer, if the user used one
Code Redemption Redeemed	Whether the code redeemed is for a first party subscription, (e.g., Apple Music 1 month, Apple Music 3 months, Apple Music Free, etc.)
Code Redemption Result	Whether the code redeemed amount exceeded the account balance or the account daily limit
Code Redemption Subscription Product	The application associated with the subscription
Code Redemption Subscription Product ID	The identifier of the 1st party subscription redemption code that was applied
Code Redemption Subscription Product Type	Identifier of the 1st or 3rd party subscription content type redeemed

Field Name	Details
Commerce Flow	The step in the workflow that a user is on (e.g., add_funds)
Commerce Flow Type	The type of workflow the user is going through (e.g., content_purchase)
Content ID	The identifier of the user's content
Content Name	The title of the content created by or commented on by the user
Dialog Code	Identifier for dialogs presented to the user in the application
Dialog ID	Identifier for the dialog
Dialog Message	The non-localized dialog text shown to the user, if available
Dialog Name	The name of the dialog type shown to the user (e.g., ("Terms", "Start Shopping", " Done", "See How Your Data is Managed", "Shop Apple Retail"))
Dialog Options	List of non-localized controls (e.g., buttons) from which the user can choose
Dialog Result	The result of the user action taken in response to the dialog
Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Event Date Time	The date and time on which the activity occurred
Event Details	Details of the event steps that occurred during the transaction
Event Type	The type of event initiated by the user
Event Version	The schema version for the action taken by the user
Exchange Rate	Exchange rate used to convert the user's purchase to USD
Fraud Check Status	The status of the fraud check
Hardware Family	The device family name from which the action was taken
Hardware Model	The device model from which the user action was taken
Host App	The name of the App that hosted the Action Context

Field Name	Details
IP Country Code	The country code from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the action occurred, as determined by the user's IP address
IP Time Zone	The timezone from which the action was taken, as determined by IP address
Is Signed In	User has been authenticated
Masked IP Address	Masked network address of the device
Operating System	The operating system with which the user action was taken
Operating System Version	The version of the operating system with which the user action was taken
Page	The page from which the user action was taken
Page Detail Promo	The content promo message that appeared at the direct top up page
Page Details	Additional information related to the page from which the user action was taken
Page Details - App Name	The name of the 1st party or 3rd party service
Page Details - Application State	Whether the App is paid or free
Page Details - Auto Reload Setting	Additional information related to the page from which the user action was taken to represent the status of auto reload (e.g., setup, turnoff)
Page Details - Auto Reload Status	Indicates current status of auto reload (e.g., 'lowBal', 'scheduled' or 'off')
Page Details - Bank Transfer	Additional information related to the page from which the user action was taken for bank transfers
Page Details - Content Name	The content offered within the 1st party or 3rd party service
Page Details - Country Code	Country Code of where Redemption action was taken
Page Details - Denomination	Additional information related to the page from which the user action was taken to choose gift card amount (e.g., 10000, 25000, Other)
Page Details - External Referral URL	Additional information related to the page like the Internet address of the content with which the user interacted

Field Name	Details
Page Details - Installation State	Whether the App required for the subscription is installed
Page Details - Is Apple Pay Enabled	Additional information related to Apple Pay Settings
Page Details - Localized Language	Localized Language
Page Details - Non-Topup Only Type	Additional information related to the page from which the user action was taken on top up page (e.g., True when there is non-topup only payment method in stack, False if otherwise)
Page Details - Promotion Scenario ID	Identifier of the promotional offer, if the user used one
Page Details - Redemption Code	Additional information related to the page with the redemption code details (e.g., Prefilled (code field is pre-filled with an offer code provided, but may be overridden), NoValue (no value is available on the landing page), Hidden (offer with no code field))
Page Details - Redemption Credit Amount	Additional information related to the page specifying the credit amount that was redeemed
Page Details - Requirements Message	Additional information related to the page (i.e., the non-localized dialog text shown to the user, if available)
Page Details - Subscriber State	Whether the user has a new or existing subscription
Page Details - Subscription ID	Identifier of the subscription being redeemed
Page History	The last five pages viewed by the user
Page ID	Identifier for the page on which the user action was taken
Page Reference	The page that referred the user to the add payment page
Page Type	The type of page on which the user action was taken
Page URL	Internet address of the content with which the user interacted
Payment for Auto Reload	Whether user came to buy page from auto reload page
Payment Type ID	Identifier of the payment type (e.g., storeCredit, Creditcard)

Field Name	Details
Played App Name	The name of the application from which the content was played
Primary App Name	The primary product app, usually the associated Apple Media product name
Promotion ID	Identifier of the promotion for the Add Funds bonus program
Purchase Item List	A line item list of purchased details
Purchase List	A list of purchase details
Purchase Status	The status of the purchase (e.g., open, closed)
Purchased Storefront ID	Storefront identifier in which the user's action occurred
Purchased Storefront Name	The country storefront in which the user's action occurred
Redeem Type	The type of redemption action (e.g., autoRedeem, manual, camera)
Result Error Key	The errorkey value of the purchase
Result Exception Code	The reason for error or not error associated with the purchase
Result Type	Whether the purchase event is successful or failed (1=exception, 0=no exception)
Store Front Name	The country from which the action occurred
Tab	The tab or page within an application from which the action occurred
Timezone Offset Min	The difference between GMT (UTC) and the timezone from which the user action was taken, in minutes
Topic	The area of study to which a context relates
UI Experiment Data	Whether the user's device is part of an experimental analytics pool
User Actions	Actions the user took while interacting with a dialog
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Auto Reload Status	The user's auto reload status (e.g., low balance, scheduled)

Field Name	Details
Visit Duration	The total length of the visit
Visit End Time	The timestamp of the last event of the user visit
Visit ID	Identifier for the user's visit session
Visit Start Date	The start date of the visit
Visit Start Time	The start time of the user visit
Visit Variant ID	Internal identifier for debugging purposes